

WHAT IS CLAIMED IS:

1. A television signal comprising:
television programming; and
an electronic publication.
2. The television signal of claim 1, wherein said signal is digital.
3. The television signal of claim 1, wherein said signal is analog.
4. The television signal of claim 1, wherein said electronic publication comprises at least one hyperlink referencing a site on an electronic data network.
5. The television signal of claim 1, wherein said electronic publication comprises an embedded video clip.
6. The television signal of claim 1, wherein said electronic publication comprises an embedded audio clip.
7. A method of distributing an electronic publication, said method comprising:
incorporating data for said electronic publication in a television signal along with
television programming; and
broadcasting said television signal to users.
8. The method of claim 7, further comprising:
receiving said television signal; and
extracting said electronic publication from said television signal.

9. The method of claim 8, further comprising recording said electronic publication for later retrieval.
10. The method of claim 9, further comprising controlling access and output of said electronic publication to a video monitor with a user input device.
11. The method of claim 7, further comprising embedding at least one of a hyperlink referencing a data network site, a video clip or an audio clip in said electronic publication.
12. The method of claim 11, further comprising accessing said referenced network site upon selection of said hyperlink.
13. The method of claim 7, further comprising billing recipients for said electronic publication.
14. The method of claim 7, further comprising ordering said electronic publication .
15. A system for distributing an electronic publication, said system comprising:
a television signal broadcasting headend, wherein a television signal broadcast from said headend comprises television programming and an electronic publication; and
a personal video recorder for extracting said electronic publication from said television signal for use by a user.
16. The system of claim 15, wherein said personal video recorder further comprises a digital data storage device for recording said electronic publication.
17. The system of claim 16, wherein said digital data storage device is a hard disk drive.

18. The system of claim 15, wherein said personal video recorder further comprises a connection to the Internet and an Internet browser.

19. The system of claim 15, wherein said electronic publication further comprises at least one hyperlink referencing a site on an electronic data network to which said personal video recorder is connected.

20. The system of claim 15, further comprising a remote control unit for controlling said personal video recorder to access and output said electronic publication to a video monitor connected to said personal video recorder.

21. The system of claim 15, wherein said personal video recorder further comprises an external data connection for downloading said electronic publication to a computer or personal digital assistant.

22. The system of claim 15, wherein said broadcasting headend further comprises a subscriber billing system for tracking distribution of electronic publications and billing recipients for said electronic publications.

23. A system for distributing an electronic publication, said system comprising:
first means for broadcasting a television signal comprising both television programming and an electronic publication; and
second means for receiving said television signal and extracting said electronic publication from said television signal for use by a user.

24. The system of claim 23, wherein said second means further comprise means for recording said electronic publication.

25. The system of claim 24, wherein said means for recording comprise a hard disk drive.
26. The system of claim 23, wherein said second means further comprise a connection to an electronic data network.
27. The system of claim 26, wherein said electronic publication further comprises at least one hyperlink referencing a site on said network.
28. The system of claim 23, further comprising means for controlling said second means to access and output said electronic publication to a video monitor connected to said second means.
29. The system of claim 23, wherein said second means further comprises means for downloading said electronic publication to a computer or personal digital assistant.
30. The system of claim 23, wherein said first means further comprise means for tracking distribution of electronic publications and billing recipients for said electronic publications.
31. A system for distributing an electronic publication, said system comprising:
an interactive television device for providing access to both broadcast television channels and sites on the Internet, wherein said interactive television device comprises web browsing and video software for receiving streamed data from the Internet; and
a connection for connecting said interactive television device and the Internet.

32. The system of claim 31, further comprising an electronic publication resident at an Internet site accessible to said interactive television device;

wherein said electronic publication is streamed to said interactive television device via the Internet.

390660.1